

Chain Store Heads Meet to Hear J. C. Penney, Founder of System

Twelve hundred store managers and market managers of the Safeway Stores organization, gathered together from all parts of Southern California Sunday and heard executives of the great food distribution system emphasize the opportunities at their command. J. C. Penney, founder and chairman of the board of the J. C. Penney company, was guest of honor at the meeting, which was held at the Safeway Warehouse at Vernon and Alameda streets in Los Angeles.

"What About Tomorrow?" was the keynote of a lively talk by Hilda Doe, vice president in charge of public relations, who brought out the fact that today the industries, kindly thoughtful man has far more chances to rise in the world than he did 30 years ago. Group loyalty, combined with accomplishments of merit and distinction, were stressed by Doe as factors which have enabled Safeway to grow to its commanding position in the world's greatest business food.

New Youngs Announced
J. T. Young, executive in charge of the wholesale division of the stores system, opened his dynamic talk around the theme of having "that Safeway feeling." To this "feeling" he attributed Safeway's truly remarkable record in low turnover of inventory, a record which is outstanding among food distribution systems.

With pride Mr. Young reminded the assembled store and market managers that Safeway has beaten the records of every other similar organization in the economical distribution of food; that from here out of the West, have come the best ideas for modern merchandising in staple commodities such as foods.

S. J. Pickens, advertising director, announced a new service, the Safeway Home-makers Bureau, which was to operate on Tuesday as a signal help to the general public in the realm of home economics. In closing he laid particular stress upon the effectiveness of newspaper advertising in building up the Safeway business, obtained and maintained the incentive of honesty of purpose. The talk by J. C. Penney was of a highly inspirational character and was enthusiastically applauded by the managers, who, themselves, are also individual business men even as Mr. Penney once was with his first store. At one time it was the ambition of Mr. Penney to have 50 stores, while now, as of November 1, of this year, there are 156 units in his dry goods system. Yet each store is actually dependent upon the energy and loyalty of its manager, who is in business for himself even as the Safeway manager is.

Edward Dale, vice president of the Safeway Stores organization, presided as chairman at the notable gathering, introducing the various speakers and also contributing the closing talk.

Former Vermont Man Now Selling at Paxman's Store

Harold G. Carter, a nephew of C. A. Paxman, has joined the sales staff at Paxman's Cash store. Mr. Carter came to Torrance recently from Richmond, Vermont, and is congratulating himself that he will avoid the bleak winter in Vermont. He has not seen his uncle, Mr. Paxman, since he was a little lad playing around the old home town in Vermont.

Re-finance Now...

—and make it
FINAL

Q If you have a "flat" or "straight" loan on your property, and find that it never gets paid off, why not confer with us about financing under our convenient

MONTHLY RE-PAYMENT PLAN

Q Under this plan, the loan continues in force until automatically retired through the easy monthly installments, which reduce both principal and interest.

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**GUARANTY
BUILDING & LOAN
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(Home Office: San Jose)

RESOURCES:
OVER 16 MILLIONS

Home-Building Said to Be 25 Per Cent Less

By the United Press

SACRAMENTO.—Citizens of Torrance who are planning to own or build their own home, should do it now, for two reasons: First, it will cost approximately 25 per cent less than it would under ordinary conditions. Second, it will contribute to the relief of unemployment among building tradesmen and aid business in its start toward better conditions.

Such is the belief of state officials and others having to do with the construction of state buildings. It is the advice of George M. Stout, secretary of the state veterans' welfare board, who is already planning the expenditure of \$20,000,000 voted by the state at the last election to complete the farm and home building program for California veterans.

"In the experience of the board," said Stout, "it has been found that the cost of construction—including labor and materials—represents about half the total. The other 50 per cent goes to the purchase of a lot, including street work, etc., and to pay promotion costs, profits, etc."

Prices Going Up Now
The average cost distribution in California, on a \$5000 home for example, we have found to be approximately as follows: Labor, 28 per cent or \$1300; materials, 25 per cent or \$1250; lot, 22 per cent or \$1100; promoters, 27 per cent, or \$1350.

"The 26 per cent which goes for labor is spent about as follows: 9 per cent to carpenters, 6 per cent to bricklayers, 4 per cent to plasterers and hodcarriers, 2 per cent to plumbers, 1 per cent to electricians and 4 per cent to miscellaneous costs."

Building experts of the state place the present cost of lumber and other building materials at about one-fourth less than that of a year ago. This would mean, in other words, that 75 cents today will pay for as much building construction as a dollar would a year ago. The trend of prices is upward, however, and with the return of normal conditions it is expected that prices within another year will again reach their former level.

FOR SALE—CHEAP
By the United Press
JONESBORO, Ark.—Used automobiles sold for 39 cents each during a sale here recently.

New Aerial Warfare Equipment



LOS ANGELES, Calif.—The newest of Uncle Sam's aerial warfare equipment is given a "preview" at Los Angeles when the city undergoes an attack during United States army maneuvers. This battery of sound detectors camouflaged from aerial sharpshooters, notifies the defense of approaching planes while they are still between four and six miles away.

HERE'S A STORY JUST FOR LITTLE GIRLS—ABOUT DOLLS

Listen, girls!
All you little girls who have not yet reached your 12th birthday, gather round and listen, for this is something nice just for you.

Do you remember when the Dolley Drug store gave away those lovely dolls on Christmas, a couple of years ago? How all the friends and neighbors, parents and brothers and sisters, of all the little girls in town helped them by buying things they needed or wanted at the Dolley store? Do you remember that? For each penny spent there meant a vote for some little Torrance girl, and the one who got the most votes was given on Christmas morning the sweetest doll of all.

Other little girls got dolls, too, given away by the Dolley company, and there was the most fun on Christmas day when all these fortunate little girls took their dolls home to stay.

This year the Dolley Drug company plans to do the very same thing. And the conditions are just the same, too. Only little girls under 12 years old may enter. All the money that is spent at the Dolley store will represent votes, and these votes may be cast for some favorite little girl.

Fifteen dolls will be given away this year and they are all beautiful, just the kind to make anyone happy and proud. Go and see them at the store, and then see

to it that your name is entered in this contest, for the voting will begin on November 22 and end on Christmas Eve.

And wouldn't it be wonderful if this year the little girl who gets the biggest and prettiest doll on Christmas morning could be just YOU?

Temporary Consent Given Street Work

Temporary consent of the City of Torrance was granted to the county to open, widen and improve that portion of Western street in this city with open-type pavement with the exception of the strip fronting the Standard Oil company's property. This strip will be laid by the company with a type of patent paving, it was noted.

The council, in granting this temporary consent, has not agreed to the fixing of any special assessment district for the work. This will come before this city when the final consent is asked for.

GRANT EASEMENT

The city council granted the county an easement for the right-of-way for the new crossing now being constructed at El Prado and Western avenue, at the meeting this week.

Oil Discussion to Center on Conservation

"In discussing the oil situation before the Western division of the United States Chamber of Commerce, attention will probably be called to the great over-production of oil that existed in the United States prior to the time that the curtailment or conservation program was entered into, in order to show the necessity for conservation by curtailing production."

This statement is made by Herbert R. Macmillan, president of the California Oil and Gas association, Los Angeles, who is to be the chief speaker on oil at the Western divisional meeting of the United States Chamber of Commerce at Portland, December 8 and 9.

"Practically any oil that is produced over and above the necessary quantity for manufacturing the requirements of gasoline, can be classed as over-production," according to Macmillan. "It must then be either shipped out of the United States or must be stored for future use. The lack of outside markets requires most of it to be put into storage, at great cost and loss to the concern which stores the product."

Points Out Savings
"The agreements for curtailment have been considered by some lawyers as violations of the Sherman Anti-Trust act, so the Sherman law will be considered from that angle. There will also be a discussion of the retail marketing branch of the oil industry," continues Macmillan. "Attention will be called to the recent price war in California, as well as the one now going on throughout the eastern and central states, and the tremendous loss resulting from these wars, not only to the oil industry, but to the community at large."

"The Sherman law will be discussed with reference to this matter," states Macmillan, "and an attempt will be made to show that with the proper amendments of the Sherman law, the interests of the public could be safeguarded so far as unreasonable prices are concerned, and at the same time, the industry itself saved many millions of dollars."

Buy Now in Torrance

Prepare for Thanksgiving here—

And you will have many
things to be thankful for!



Winter Coats

For Girls

Warm coats . . . some fur trimmed . . . all of them made of good wearing materials . . . to the J. C. Penney standard of quality.

Sizes 2 to 6 . . . \$3.98 to \$6.90
Sizes 7 to 10 . . . \$4.98 to \$9.90
Sizes 11 to 16 . . . \$5.90 to \$12.75

Smart Hats

For Immediate Wear

Close-fitting styles to wear with fur collared coats . . . all the wanted materials . . . black and high shades . . . remarkable values from



98c and \$1.49

J. C. Penney Co. Inc.

Where Thrift Sets the Fashion

1269 SARTORI AVENUE

TORRANCE

15 Beautiful TALKING DOLLS Unbreakable Given Away

at the Dolley Drug Co.

Your **Rexall** Store

These Dolls Valued from . . .
\$2 to \$18

WE ARE going to give them to the fifteen little girls receiving the largest number of votes between November 22nd and 10 o'clock Christmas Eve, December 24th. The awards will be made Christmas morning at 10 o'clock.

For each penny spent at our store during the period stated above, each customer may cast a vote. Ask all your friends to write your name on the ballot before they put it into the Ballot Box in our store.



Latest
Styles
Finest
Quality

Rules Governing The **Rexall** Store Doll Contest for 1930

- 1—No girl over 12 years old may be entered.
- 2—Only one nomination blank to be placed to the credit of each contestant.
- 3—Any piece of paper may be used as a ballot. Every ballot must be stamped by the proprietor, or one of our sales force, before being deposited in the Ballot Box.
- 4—No contestant shall solicit votes or customers while in the store. No Ballot-Blanks to be taken from the store.
- 5—No Ballots may be deposited in the Ballot Box before November 22nd or after 10 o'clock, Christmas Eve.
- 6—No Ballots will be given except at actual time of sale. Do not ask for them at any other time.
- 7—Any Ballots showing traces of any change in number of votes marked will be destroyed without being counted.
- 8—In the event of a tie for any prize offered, a prize identical with that tied for will be awarded to each tying contestant.

Come in any time after the middle of November and see the beautiful dolls. Ask any questions you wish about the contest, because we are glad to have you do so.

One Vote May be Cast for Every Penny Spent in Our Store!

The **Rexall** Store

Dolley Drug Co.

Cor. El Prado and Sartori Torrance Phone 10

The **Rexall** Store

And this here, my good woman, is the MONITOR TOP

The what sir? The MONITOR TOP, madam
—the General Electric Monitor Top . . .



THE language of this young gentleman may be a trifle inelegant—but his facts are right! That is the Monitor Top—hailed as the most outstanding contribution of science to modern refrigeration.

It is the Monitor Top that is responsible for the General Electric Refrigerator's splendid record of service. In the Monitor Top, the General Electric Refrigerator's entire mechanism is sealed-in-steel—so that air, dirt and moisture are helpless to get inside.

What comfort, what luxury, what true economy in owning such a refrigerator! The General Electric Refrigerator runs on a few pennies a day. How inexpensive it is to own! And most people buy on our easy time payment plan. How easy the General Electric Refrigerator is to buy! Why not drop in and let us show you the many ways you can save money by buying a General Electric Refrigerator now?

GENERAL ELECTRIC
ALL-STEEL REFRIGERATOR

Electric Water Coolers • Commercial Refrigerators • Electric Milk Coolers

Join us in the General Electric Program, broadcast every Saturday evening on a nation-wide N. B. C. network.

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